

# PATENT ABSTRACTS OF JAPAN

(11)Publication number : 10-275186  
 (43)Date of publication of application : 13.10.1998

---

(51)Int.Cl. G06F 17/60  
 G06F 13/00  
 G07F 17/00

---

(21)Application number : 09-081219 (71)Applicant : NRI & NCC CO LTD  
 (22)Date of filing : 31.03.1997 (72)Inventor : NAKA TOSHIUMI

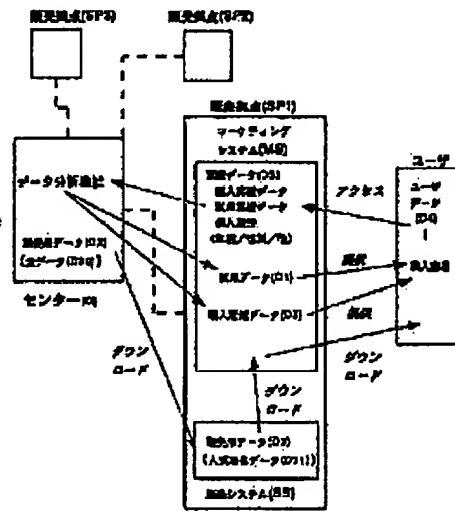
---

## (54) METHOD AND DEVICE FOR ON-DEMAND SALES

### (57)Abstract:

**PROBLEM TO BE SOLVED:** To provide a sales system which gives a suggestion to a user who does not make clear conditions for specifying desired digital information to be obtained and complies with the need that a user wants to decide a purchase after trial use.

**SOLUTION:** This device is an on-demand system including an access stage for accepting access from a user in a sales spot(SP1), a trial use data providing stage for providing trial use data(D1) for trial use by a user, a purchase bringing-about data providing stage for providing purchase bringing-about data(D 2) causing the user to intend to make a data purchase, and a sale providing stage for providing sales data(D3) for the user after the user's intention to purchase is confirmed. This device can include a user data gathering stage for gathering user data(D4) regarding the attribute etc., of the user from the user having gained access.



## \* NOTICES \*

JPO and INPIT are not responsible for any damages caused by the use of this translation.

1. This document has been translated by computer. So the translation may not reflect the original precisely.
- 2.\*\*\*\* shows the word which can not be translated.
3. In the drawings, any words are not translated.

---

## CLAIMS

---

### [Claim(s)]

[Claim 1] An access stage of receiving access from a user in a sales base, A trial data offer stage of providing trial data for getting a user to try, A sales method on demand being an on-demand system including a sales offer stage of providing data for sale to a user after a check of a purchase inducement data offer stage of providing a user with purchase inducement data for making an intention of data purchase causing, and a user's purchase intention.

[Claim 2] The sales method on demand according to claim 1 being an on-demand system including an user-datum collection stage of collecting user data about a user's attribute etc. which were accessed.

[Claim 3] The sales method on demand according to claim 2, wherein purchase inducement data is an on-demand system containing data by which high data for sale of probability which the user concerned purchases is preferentially indicated by a catalog based on an user datum collected in an user-datum collection stage.

[Claim 4] Claim 1 being an on-demand system including a data analysis stage of analyzing actual results data, such as sales performance and a trial track record, and a renewal stage of data which updates purchase inducement data by the data analysis stage, Claim 2, and the sales method on demand according to claim 3.

[Claim 5] The sales method on demand according to claim 4 being an on-demand system which also includes renewal of ranking of trial data in a renewal stage of data in an on-demand system formed so that ranking of the trial data might be carried out and it could be provided.

[Claim 6] Claim 1, wherein a sales offer stage is an on-demand system which passes through download from a center provided apart from a sales base, Claim 2, Claim 3, Claim 4, and the sales method on demand according to claim 5.

[Claim 7] When a user is trying trial data, Claim 1, Claim 2, Claim 3, Claim 4, Claim 5, and a sales method of Claim 6 on demand being on-demand systems including an offer preparatory step prepared so that data for sale corresponding to the trial data can be provided immediately.

[Claim 8] An accessing means which receives access from a user in a sales base, A trial data providing means which can provide trial data for getting a user to try, A selling device on demand having a sales providing means which provides data for sale to a user when a purchase inducement data providing means which can provide a user with purchase inducement data for making an intention of data purchase cause, and a user's purchase intention are checked.

[Claim 9] Have an user-datum collecting means which can collect user data about a user's attribute etc. which were accessed, and a purchase inducement data providing means, The selling device on demand according to claim 8 having given priority to high data for sale of probability which a group to which the user concerned belongs purchases based on an user datum which an user-datum collecting means collected, having made it sort, and forming purchase inducement data.

[Claim 10] Claim 8 provided with a data analysis means by which actual results data, such as sales performance and a trial track record, can be analyzed, and an updating means which updates purchase inducement data by an analysis result by the data analysis means, and the selling device on demand according to claim 9.

[Claim 11]The selling device on demand according to claim 10, wherein renewal of trial data can also perform an updating means.

[Claim 12]Apart from a sales base, have a center and in the center. While very enabling accumulation of data for sale of various sorts, in a center and a sales base. Claim 8 having a downloadable center download means for data for sale stored in a center if needed, Claim 9, Claim 10, and the selling device on demand according to claim 11.

[Claim 13]The selling device on demand according to claim 12 equipping a sales base with a popular data stock means which stocks high data for sale of sales performance.

[Claim 14]What data for sale stocked by popular data stock means in a center is, and a stock data grasp means which can be grasped, When it is a case where a user is trying trial data and data for sale corresponding to the trial data is not stocked by sales base, The selling device on demand according to claim 13 provided with a download preparation means to prepare the data for sale concerned so that it can download immediately to a sales base.

---

[Translation done.]

**\* NOTICES \***

JPO and INPIT are not responsible for any damages caused by the use of this translation.

1. This document has been translated by computer. So the translation may not reflect the original precisely.
- 2.\*\*\*\* shows the word which can not be translated.
3. In the drawings, any words are not translated.

---

**DETAILED DESCRIPTION**

---

**[Detailed Description of the Invention]****[0001]**

[Field of the Invention] This invention via a network information (music, program), including software etc., The user who transmits to the sales bases (terminal of a shop front and a home, etc.) of the point distant from the center, and uses this is related with the selling system "on demand" which tries or tries information (henceforth "trial etc.") and is made reference of purchase.

**[0002]**

[Description of the Prior Art] In a selling system in recent years, it has come to sell the intangible asset "information" with an on-demand system. Since "information" can be digitized, the distribution method of efficient information, including a data compression etc., for example, the method of accumulating beforehand the information that sales frequency is high, to the sales base, etc., is employable, for example. For the user who can specify information to purchase, these are dramatically convenient. For example, music to purchase can be specified by the conditions of a track name, a musician, etc., and the digital information slack music transmitted from a base station can be purchased by the procedure of carrying out application procedure and paying a remuneration.

**[0003]**

[Problem(s) to be Solved by the Invention] However, the selling system by the conventional on-demand system also had the following faults. The case where he would like to purchase music is made into an example, and it explains. First, the user side must have the conditions which can specify music to purchase clearly. If a user without the conditions which can be specified clearly temporarily is going to purchase, it must pass through complicated search out of a vast quantity of databases.

[0004] After carrying out audition and trial, the needs to opt for purchase cannot be met. On the other hand, in addition to needs diversifying and subdividing, the user itself and also when what cannot have easily the clear conditions of wanting, it is increasing. That is, the users of the vague needs "whether any good music is" are also increasing in number. However, to such a user, it is not a system which can respond.

[0005] As opposed to users who have not clarified the conditions for specifying digital information to come to hand, such as names, such as the information which wants to purchase the issue which this invention should solve, for example, music, and a program, and the manufacturer, After carrying out that suggestion can be given and trial, it is in providing the art in which it can respond to the needs to opt for purchase. After carrying out that suggestion can be given to the user who has not clarified the conditions for specifying the digital information which wants for Claim 1 thru/or the purpose of the invention according to claim 7 to come to hand here, and trial, it is providing the sales method which can respond to the needs to opt for purchase.

[0006] Claim 8 thru/or the purpose of the invention according to claim 14 are to provide the device which can respond to the needs to opt for purchase, after carrying out that suggestion can be given and trial to the user who has not clarified the conditions for specifying digital information to come to hand.

[0007]

[Means for Solving the Problem] In order to solve above-mentioned SUBJECT, these people provide an invention indicated to said Claim 1 thru/or Claim 14.

(Claim 1) An access stage where an invention given in Claim 1 receives access from a user in a sales base (SP1), A trial data offer stage of providing trial data (D1) for getting a user to try, A purchase inducement data offer stage of providing a user with purchase inducement data (D2) for making an intention of data purchase causing. And it is a sales method on demand being an on-demand system including a sales offer stage of providing data for sale (D3) to a user after a check of a user's purchase intention.

[0008] (Term explanation) "Access from a user" is the meaning included when accessing using a terminal which a user went out to a sales base besides what is depended on on-line, and was installed in a sales base. Data for sale (D3) is the digital information which can be provided by on-line. For example, they are a document, music, a program, an image, etc.

[0009] Trial data (D1) is some data for sale (D3) called a part for eight vibrant tunes, when it is the digest version of the document when data for sale (D3) is a document, for example, and data for sale (D3) is music. Purchase inducement data (D2) is a comment of week ranking and celebrities, etc., for example.

[0010] For example, trial data (D1) and purchase inducement data (D2) are interlocked, and if a user specifies specific data listed by purchase inducement data (D2), it may enable it for trial data (D1) to come to hand immediately. Also when it provides music only once in online karaoke besides a means to download for example, to a hard disk drive which a user owns etc., saying "data for sale (D3) is provided to a user", it contains. A means to mail a medium (for example, CD-ROM) which recorded data for sale (D3) about a providing means in response to an application of not only a means but purchase performed on-line is also the meaning included in the invention in this application.

[0011] (OPERATION) After carrying out that suggestion can be given and trial to a user who has not clarified conditions for specifying data for sale (D3) to come to hand, since trial of trial data (D1) can be performed or offer of purchase inducement data (D2) can be received if a user accesses this system, it can respond to needs to opt for purchase.

(Claim 2) An invention given in Claim 2 includes an user-datum collection stage of limiting the sales method on demand according to claim 1, and collecting user data (D4) about a user's attribute etc. which were accessed.

[0012] (Term explanation) An user datum (D4) is data about an attribute for classifying users, such as age, sex, an occupation, and an address, and it uses for improvement in service of this system, and a financial health improvement. As an acquisition means of this user datum (D4), There are a method I get a user to input whenever a user accesses this system, a method which give a membership number to a user who accessed once and into which I have the membership number inputted in the case of access after the second time, a method by an IC card distributed to a membership user, etc. It may be made to write down a history of purchase, etc. in an IC card. It may form so that it may have a means which prevents an illegal use.

[0013] (OPERATION) Since this system can collect user data (D4) when a user accesses, it can be used using the user datum (D4) for improvement in service, and a financial health improvement.

(Claim 3) An invention given in Claim 3 limits the sales method on demand according to claim 2, and purchase inducement data (D2), Based on an user datum (D4) collected in an user-datum collection stage, data by which high data for sale of probability which the user concerned purchases (D3) is preferentially indicated by a catalog is included.

[0014] (Term explanation) When data for sale (D3) is music, for the attribute of an user datum (D4), for example, a woman in her teens. In liking music of the group A, correlation that there is a tendency which also likes the singer B is analyzed, and it also enables it to have considered it as purchase inducement data (D2).

[0015] (OPERATION) If a user accesses this system, this system can collect user data (D4) in an user-datum collection stage. If the user datum (D4) is accumulated, a popular model based on a user's attribute can be grasped statistically. Next, when a certain user has accessed, popular

data applicable to the attribute of the user concerned is called, and it is made to make it contain in purchase inducement data (D2).

[0016]Then, the user who has accessed when data for sale (D3) is music, For example, a possibility that aimed music is contained in purchase inducement data (D2) becomes high also in the ambiguous state of "selling these days liking to purchase music which was flowing a while ago at a teahouse", and "liking to purchase music which sells these days so that he may not miss a friend." Then, a merit that aimed music is discoverable in a short time comes out. A merit of the ability to make a user who cannot search on the other hand in time to which aimed music was restricted also as a donor of this system, and was refraining from purchase resulting in purchase comes out.

(Claim 4) An invention given in Claim 4 limits Claim 1, Claim 2, and the sales method on demand according to claim 3, A data analysis stage of analyzing actual results data (D5), such as sales performance and a trial track record, and a renewal stage of data which updates purchase inducement data (D2) by the data analysis stage are included.

[0017](Term explanation) Although actual results data (D5) is data which makes main sales performance and a trial track record, it may be new data etc. which consist of combination with an user datum (D4). Although much frequency of a data analysis stage and a renewal stage of data has so large a merit for a user that there is, it changes with scales of a system.

[0018](OPERATION) Since this system includes a data analysis stage and a renewal stage of data, it can maintain the quality of service of giving suggestion to a user who has not clarified conditions for specifying data for sale (D3) to come to hand, with the high level.

(Claim 5) In an on-demand system formed so that an invention given in Claim 5 might limit the sales method on demand according to claim 4, ranking of the trial data (D1) might be carried out and it could provide, Renewal of ranking of trial data (D1) is also included in a renewal stage of data.

[0019](OPERATION) Since renewal of ranking of trial data (D1) is also made by passing through a renewal stage of data, this system has a possibility that time to arrive at trial data (D1) which a user wants can be shortened improved.

(Claim 6) An invention given in Claim 6 limits Claim 1, Claim 2, Claim 3, Claim 4, and the sales method on demand according to claim 5, and a sales offer stage passes through download from a center (C) provided apart from a sales base (SP1).

[0020](OPERATION) Since it has a center (C) apart from a sales base (SP1) according to this system, even if a sales base becomes plurality, it is necessary to always stock no data for sale (D3) for every sales base, and slimming of equipment can be attained.

(Claim 7) An invention given in Claim 7 limits Claim 1, Claim 2, Claim 3, Claim 4, Claim 5, and a sales method of Claim 6 on demand, When a user is trying trial data (D1), an offer preparatory step prepared so that data for sale (D3) corresponding to the trial data (D1) can be provided immediately is included.

[0021](Term explanation) In a system provided with a center (C) apart from a sales base (SP1) which was indicated to Claim 6, When there is no data for sale (D3) corresponding to trial data (D1) which a user is trying in a sales base (SP1), it downloads from a center (C) to a sales base (SP1), or download is prepared.

[0022](OPERATION) Since data for sale (D3) can be provided immediately after a user makes decisions purchase based on trial data (D1), since there is an offer preparatory step according to this system, time until a user receives can be shortened and a degree of satisfaction for a user increases. In an invention which limited Claim 2 etc., there is a merit that an user datum (D4) is collectable for every sales base. In an invention which limited Claim 3, a popular model peculiar to the sales base concerned can be grasped now.

(Claim 8) An accessing means in which an invention given in Claim 8 receives access by on-line from a user in a sales base (SP1), A trial data providing means which can provide trial data (D1) for getting a user to try, When a purchase inducement data providing means which can provide a user with purchase inducement data (D2) for making an intention of data purchase cause, and a user's purchase intention are checked, it is a selling device on demand provided with a sales providing means which provides data for sale (D3) to a user.

[0023](Term explanation) With a "sales providing means", also when it provides music only once in online karaoke besides a means to download for example, to a hard disk drive which a user owns etc., it contains. A means to mail a medium (for example, CD-ROM) which recorded data for sale (D3) about a providing means in response to an application of not only a means but purchase performed on-line is also the meaning included in the invention in this application.

[0024](OPERATION) In a sales base (SP1), access by on-line from a user is received by an accessing means. And trial data (D1) and purchase inducement data (D2) are provided to a user by trial data providing means and a purchase inducement data providing means. A user provided with trial data (D1) and purchase inducement data (D2) specifies data to purchase, without using, using it, and indicates his intention of purchase. In that case, a selling device on demand concerning the invention in this application provides data for sale (D3) to a user by a sales providing means.

[0025]Since according to the selling system which adopted a selling device on demand concerning the invention in this application trial of trial data (D1) can be performed or offer of purchase inducement data (D2) can be received, After carrying out that suggestion can be given and trial to a user who has not clarified conditions for specifying data for sale (D3) to come to hand, it can respond to needs to opt for purchase.

(Claim 9) An invention given in Claim 9 limits the selling device on demand according to claim 8, Have an user-datum collecting means which can collect user data (D4) about a user's attribute etc. which were accessed, and a purchase inducement data providing means, Based on an user datum (D4) which an user-datum collecting means collected, gave priority to high data for sale of probability which a group to which the user concerned belongs purchases (D3), it was made to sort, and purchase inducement data (D2) was formed.

[0026](OPERATION) A selling system which adopted a selling device on demand concerning the invention in this application collects user data (D4) of a user who accessed a system concerning the invention in this application by an user-datum collecting means. Next, purchase inducement data (D2) is formed by giving priority to high data for sale of probability which a group to which the user concerned belongs purchases (D3) based on the user datum (D4), and making it sort. Then, probability of giving decision-making of purchase can be raised to a user who has not clarified conditions for, for example, specifying data for sale (D3) to come to hand.

(Claim 10) An invention given in Claim 10 limits Claim 8 and the selling device on demand according to claim 9, It had a data analysis means by which actual results data (D5), such as sales performance and a trial track record, can be analyzed, and an updating means which updates purchase inducement data (D2) by an analysis result by the data analysis means.

[0027](OPERATION) A selling system which adopted a selling device on demand concerning the invention in this application analyzes actual results data (D5) using a data analysis means. The analysis result is used for updating purchase inducement data (D2) by an updating means. Then, the quality of service of giving suggestion to a user who has not clarified conditions for specifying data for sale (D3) to come to hand is maintainable with the high level.

(Claim 11) An invention given in Claim 11 limits the selling device on demand according to claim 10, and renewal of trial data (D1) can also perform an updating means.

[0028](OPERATION) Since renewal of ranking of trial data (D1) is also made by passing through a renewal stage of data, a selling system which adopted a selling device on demand concerning the invention in this application has a possibility that time to arrive at trial data (D1) which a user wants can be shortened improved.

(Claim 12) An invention given in Claim 12 limits Claim 8, Claim 9, Claim 10, and the selling device on demand according to claim 11, Apart from a sales base (SP1), have a center (C), and in the center (C). While very enabling accumulation of data for sale of various sorts (D3), a center (C) and a sales base (SP1) were equipped with a downloadable center download means for data for sale (D3) stored in a center (C) if needed.

[0029](OPERATION) Since it has a center (C) apart from a sales base (SP1) according to the selling system which adopted a selling device on demand concerning the invention in this application, even if a sales base becomes plurality, it is necessary to always stock no data for sale (D3) for every sales base, and slimming of equipment can be attained.

(Claim 13) An invention given in Claim 13 limited the selling device on demand according to claim 12, and equipped a sales base (SP1) with a popular data stock means which stocks high data for sale of sales performance (D3).

[0030](OPERATION) Since a sales base (SP1) is equipped with a popular data stock means according to the selling system which adopted a selling device on demand concerning the invention in this application, time when sale is carried out and offer to a user is made data for sale (D3) stocked by the means concerned, until a user obtains can be shortened.

(Claim 14) Claim 14 written this invention is characterized by an invention comprising the following.

What data for sale (D3) which limits the selling device on demand according to claim 13, and is stocked by popular data stock means in a center (C) is, a stock data grasp means which can be grasped.

When it is a case where a user is trying trial data (D1) and data for sale (D3) corresponding to the trial data (D1) is not stocked by sales base (SP1), A download preparation means to prepare the data for sale concerned (D3) so that it can download immediately to a sales base (SP1).

[0031](OPERATION) Since a center (C) is equipped with a stock data grasp means according to the selling system which adopted a selling device on demand concerning the invention in this application, in a center (C), data stocked by popular data stock means and data which is not carried out can always be grasped. And since it has a download preparation means, when it is a case where a user is trying trial data (D1) and data for sale (D3) corresponding to the trial data (D1) is not stocked by sales base (SP1), the data for sale concerned (D3), It is downloadable immediately to a sales base (SP1). Therefore, when the data for sale concerned (D3) is provided to a user, time until a user receives can be shortened.

[0032]

[Embodiment of the Invention]Hereafter, this invention is explained in more detail based on an embodiment and Drawings. The Drawings used here are drawing 1 thru/or drawing 4. Drawing 1 is a key map showing a first embodiment of this invention. Drawing 2 is a key map showing a second embodiment of this invention. Drawing 3 is a key map showing a third embodiment of this invention. Drawing 4 is a key map showing a fourth embodiment of this invention.

(A first embodiment) A first embodiment is described based on drawing 1.

[0033]This embodiment is a marketing system on demand currently formed from the center C which unifies two or more sales base SP1, SP2, SP3, and those sales base SP1, SP2 and SP3. Since all of sales base SP1, SP2, and SP3 are the same composition, he explains hereafter that the user using this system uses sales base SP1 as shown in drawing 1. This system presupposes that it is a system which sells music data.

[0034]Sales base SP1 is connected on-line to the center C. Sales base SP1 is divided and formed in selling system SS which stocks the data D3 for sale, and marketing system MS which a user accesses. The user who is going to purchase data using this marketing system accesses on-line marketing system MS of sales base SP1 provided in the place where a telephone rate is first for example the cheapest. It may decide to go to sales base SP1 and to access with the terminal which is there. Marketing system MS obtains the data slack user datum D4 about the user, for example, age, sex, an address, an occupation, etc. then.

[0035]If there is access from a user, marketing system MS provides the trial data D1 for getting a user to try, and a user with the purchase inducement data D2 for making the intention of data purchase cause. Here, they are some data D3 for sale carried out to to a part for eight vibrant tunes of the so-called portion of "rust" with the trial data D1. The purchase inducement data D2 is data including the image video for new song sales promotion besides the week ranking created, for example from the user datum D4, sales performance data, etc., celebrities' comment, etc.

[0036]The correlation that the attribute of the user datum D4, for example, the woman in her teens, has a tendency which also likes the singer B in liking the music of the group A is analyzed, and it also enables it to have considered it as the purchase inducement data D2. The trial data D1 and the purchase inducement data D2 are interlocking, and if a user specifies the specific data listed by the ranking of the purchase inducement data D2, they will enable it for the trial

data D1 to have come to hand immediately.

[0037]The user who does not use the trial data D1 and the purchase inducement data D2, It is necessary to transmit the search information for specifying the data D3 for sale which wishes to purchase to marketing system MS, and marketing system MS makes the preparations which can provide the data D3 for sale based on the search information. In order to make it check at this time whether it is data which a user wishes to have, it may enable it to newly provide as the trial data D1.

[0038]Thus, since trial (audition) of the trial data D1 can be performed or offer of the purchase inducement data D2 can be received if a user accesses this system, After carrying out that suggestion can be given and trial to the user who has not clarified the conditions for specifying the data D3 for sale to come to hand, it can respond to the needs to opt for purchase.

[0039]When the user who hardened the intention of purchase displays the intention of purchase to marketing system MS, the data D3 for sale is provided to a user. For example, it downloads to the hard disk drive of user possession. If this data D3 for sale is the popular data D31, it is stocked by selling system SS, but. When not stocked by selling system SS, it downloads to selling system SS from the center C which stocks all the data D30 for sale, and downloads to a user after that.

[0040]When the user is using the trial data D1, it is supposed that download of the data D3 for sale corresponding to the trial data D1 is prepared. Then, the user can obtain the data D3 for sale promptly. The operating-experience data of the purport that the trial data D1 was tried, and when it purchases, the actual results data D5, such as purchase performance data to that effect, is sent to the center C with the user datum D4, and it is applied to the data analysis function provided in the center C. Namely, the input means which inputs the user datum D4 as a data analysis function from a sales base, It has a memory measure which records the user datum D4, a calculating means which totals the user datum recorded on the memory measure, and is processed to said purchase inducement data, and an output means which transmits the totaled result by the calculating means to the purchase information presenting function of said marketing system MS.

It explains about (a second embodiment), then a second embodiment, comparing with a first embodiment based on drawing 2.

[0041]That a second embodiment differs from a first embodiment is the point that marketing system MS and selling system SS in sales base SP1 are together. The device of sales base SP1 is simplified by forming in this way. What is necessary is on the other hand, to stock as the data D3 for sale with simplification, and just to download the popular data D31 which can be set from the center C about the data D3 for sale which is not stocked, although it may decrease compared with a first embodiment.

It explains about (a third embodiment), then a third embodiment, comparing with a first embodiment based on drawing 3.

[0042]It is that a third embodiment differs from a first embodiment at the point provided with the center device C1 which gave the function of the center for every sales base. It becomes this gestalt when only one has provided the sales base. For example, it is the antenna shop before shifting to a first embodiment. This gestalt may be rational also when all the data D30 for sale does not become so big capacity. .

It explains about (a fourth embodiment), then a fourth embodiment, comparing with a third embodiment based on drawing 4.

[0043]That a fourth embodiment differs from a third embodiment is a point which mixes marketing system MS and selling system SS while giving the function of the center C for every sales base. According to this embodiment, there is a merit that the device of sales base SP1 can be simplified.

(Variation) About the case where the invention in this application is adopted as the communication karaoke system of a karaoke box, it explains supplementarily using drawing 2.

[0044]In the case of a communication karaoke system, it becomes to correspond to the "user" in drawing 2 with the terminal unit (client) installed in each box (room) of a karaoke box store, "Sales base SP1" becomes the inside-of-a-shop host computer (server) connected on-line to

the terminal unit of each box. For example, the visitor of a karaoke box has an IC card handed by reception, and operates the terminal unit of each box on condition of use of the IC card.

[0045]

[Effect of the Invention]According to Claim 1 thru/or the invention according to claim 7, after carrying out that suggestion can be given and trial to the user who has not clarified the conditions for specifying digital information to come to hand, the sales method which can respond to the needs to opt for purchase was able to be provided.

[0046]According to Claim 8 thru/or the invention according to claim 14, after carrying out that suggestion can be given and trial to the user who has not clarified the conditions for specifying digital information to come to hand, the device which can respond to the needs to opt for purchase was able to be provided.

---

[Translation done.]

**\* NOTICES \***

JPO and INPI are not responsible for any  
damages caused by the use of this translation.

1. This document has been translated by computer. So the translation may not reflect the original precisely.
2. \*\*\*\* shows the word which can not be translated.
3. In the drawings, any words are not translated.

---

**DESCRIPTION OF DRAWINGS**

---

**[Brief Description of the Drawings]**

[Drawing 1]It is a key map showing a first embodiment of this invention.

[Drawing 2]It is a key map showing a second embodiment of this invention.

[Drawing 3]It is a key map showing a third embodiment of this invention.

[Drawing 4]It is a key map showing a fourth embodiment of this invention.

**[Description of Notations]**

D1 trial data D2 Purchase inducement data

Data D30 for D3 sale All the data for sale

D31 Popular data

C Center C1 center device

SP1, SP2, and SP3 Sales base

MS Marketing system SS selling system

---

**[Translation done.]**